PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. Richard Stirlen

Date: December 2, 1981

From: Jeanne Bonhomme

Subject: Merit Ultra Lights 85's Yellow Vs. Blue Pack Test

In regard to the Merit Ultra Lights 85's yellow versus blue pack test. the following changes have been made.

We will now be mailing out to:

300 Merit Ultra Lights non-menthol king smokers.
400 Cross-section of non-menthol king smokers excluding Merit Ultra Lights, Merit, Carlton, Cambridge and Now smokers.
300 Merit non-menthol king smokers.

Jan fax

Because of the increase in sample size, additional ads will be needed. Please order 2,200 ads, half in blue and half in yellow. Since the dates have not changed, we would like the ads by December 28, the date originally agreed upon.

If this presents a problem for you, please let me know.

Jeanne

JB:mb

CC: K. Eisen
J. Zoler

2045789643

Source: https://www.industrydocuments.ucsf.edu/docs/zlpj0004